

## AMENDMENTS TO THE CLAIMS

1. Canceled.

2. (Currently amended) The method of claim 1 29, wherein said first product configuration is a first vehicle and said second product configuration is a second vehicle.

3. (Currently amended) The method of claim 2 29, wherein processing the received data with a second computer system to generate a first product configuration further comprising comprises:

selecting said first product configuration from at least one stored product configuration.

4. (Currently amended) The method of claim 2 29 wherein said first product configuration represents a configuration of a first vehicle and receiving data from the first computer system; further comprising comprises:

generating said first configuration by:

receiving a selecting selection of a make of said first vehicle,

receiving a selecting selection of a model of said first vehicle, and

receiving a selecting selection of a trim level of said first vehicle.

5. (Currently amended) The method of claim 4, further comprising:  
receiving a selecting selection of an equipment level of said first vehicle.

6. (Currently amended) The method of claim 4 29, further comprising:  
automatically generating a third product configuration, wherein said third product configuration is comparable to said first product configuration with regard to a vehicle product type.

7. (Currently amended) The method of claim 6, wherein said third product configuration is also comparable to said first product configuration with regard to a ~~vehicle~~ product price.

1           8.       Canceled.

1           9.       (Currently amended) The method of claim 4 31, wherein said first product  
2 configuration is a first vehicle and said second product configuration is a second vehicle.

1           10.      (Currently amended) The computer system of claim 9 31, ~~wherein said~~  
2 ~~computer code is further configured~~ further comprising code encoded in said computer readable  
3 medium and executable by said processor to cause said processor to:  
4           select said first product configuration from at least one stored product configuration.

1           11.      (Currently amended) The computer system of claim 9 31, ~~wherein said computer~~  
2 ~~code is further configured~~ wherein said first product configuration represents a configuration of a  
3 first vehicle and said ~~to cause said processor to~~ and said received data further comprises:  
4           ~~generate said first configuration by virtue of said computer code being further configured~~  
5           ~~to cause said processor to:~~  
6           select selection of a make of said first vehicle,  
7           select selection of a model of said first vehicle, and  
8           select selection of a trim level of said first vehicle.

1           12.      (Currently amended) The computer system of claim 11, wherein said ~~computer~~  
2 ~~code is further configured to cause said processor to~~ received data further comprises:  
3           ~~select~~ selection of an equipment level of said first vehicle.

1           13.      (Currently amended) The computer system of claim 8 31, ~~wherein said computer~~  
2 ~~code is further configured~~ further comprising code encoded in said computer readable medium  
3 and executable by said processor to cause said processor to:  
4           automatically generate a third product configuration, wherein said third product  
5           configuration is comparable to said first product configuration with regard to a  
6           ~~vehicle~~ product type.

1           14.   (Currently amended) The computer system of claim 13, wherein said third  
2 product configuration is also comparable to said first product configuration with regard to a  
3 ~~vehicle~~ product price.

1           15.   Canceled.

1           16.   (Currently amended) The computer program product of claim 15 ~~33~~, wherein  
2 said first product configuration is a first vehicle and said second product configuration is a  
3 second vehicle.

1           17.   (Currently amended) The computer program product of claim 16 ~~33~~, wherein  
2 ~~said computer program product further comprises:~~ further comprising code encoded in said  
3 computer program product to cause the computer system to:  
4           ~~a fourth set of instructions, executable on said computer system, configured to select said~~  
5           first product configuration from at least one stored product configuration.

1           18.   (Currently amended) The computer program product of claim 16 ~~33~~, wherein  
2 ~~said computer program product further comprises~~ wherein said first product configuration  
3 represents a configuration of a first vehicle and said received data further comprises:  
4           ~~a fifth set of instructions, executable on said computer system, configured to generate~~  
5           ~~said first configuration, wherein said fifth set of instructions comprises:~~  
6           ~~a first sub-set of instructions, executable on said computer system, configured to~~  
7           ~~select~~ selection of a make of said first vehicle,  
8           ~~a second sub-set of instructions, executable on said computer system, configured~~  
9           ~~to select~~ selection of a model of said first vehicle, and  
10           ~~a third sub-set of instructions, executable on said computer system, configured to~~  
11           ~~select~~ selection of a trim level of said first vehicle.

1           19.   (Currently amended) The computer program product of claim 18, wherein said  
2 ~~fifth set of instructions further comprise~~ received data further comprises:  
3           ~~a fourth sub-set of instructions, executable on said computer system, configured to select~~  
4           selection of an equipment level of said first vehicle.

1           20.   (Currently amended) The computer program product of claim 15 ~~33~~, wherein  
2 ~~said computer program product further comprises:~~ further comprising code encoded in said  
3 computer program product to cause the computer system to:  
4           ~~a fourth set of instructions, executable on said computer system, configured to~~  
5           automatically generate a third product configuration, wherein said third product  
6           configuration is comparable to said first product configuration with regard to a  
7           ~~vehicle product type.~~

1           21.   (Currently amended) The computer program product of claim 20, wherein said  
2 third product configuration is also comparable to said first product configuration with regard to a  
3 ~~vehicle product price.~~

1           22.   Canceled.

1           23.   (Currently amended) The ~~apparatus~~ computer system of claim 22 ~~35~~, wherein  
2 said first product configuration is a first vehicle and said second product configuration is a  
3 second vehicle.

1           24.   (Currently amended) The ~~apparatus~~ computer system of claim 23 ~~35~~, further  
2 comprising:  
3           means for selecting said first product configuration from at least one stored product  
4           configuration.

1           25.   (Currently amended) The ~~apparatus~~ computer system of claim 23 ~~35~~, ~~further~~  
2 ~~comprising:~~ wherein said received data further comprises:  
3           ~~means for generating said first configuration by:~~

4           ~~selecting selection of~~ a make of said first vehicle,  
5           ~~selecting selection of~~ a model of said first vehicle, and  
6           ~~selecting selection of~~ a trim level of said first vehicle.

1           26.   (Currently amended) The ~~apparatus~~ computer system of claim ~~25~~, ~~further~~  
2 ~~comprising: wherein said received data further comprises:~~  
3           ~~means for selecting selection of~~ an equipment level of said first vehicle.

1           27.   (Currently amended) The ~~apparatus~~ computer system of claim ~~22~~ 35, further  
2 comprising:  
3           means for automatically generating a third product configuration, wherein said third  
4           product configuration is comparable to said first product configuration with  
5           regard to a ~~vehicle~~ product type.

1           28.   (Currently amended) The ~~apparatus~~ computer system of claim 27, wherein said  
2 third product configuration is also comparable to said first product configuration with regard to a  
3 ~~vehicle~~ product price.

1           29.   (New) A method of comparing products wherein at least one of the products is  
2 automatically generated, the method comprising:  
3           receiving data from a first computer system, wherein the received data includes product  
4           configuration data;  
5           processing the received data with a second computer system to generate a first product  
6           configuration;  
7           providing data to the first computer system to allow the first computer system to display  
8           the first product configuration;  
9           receiving a request from the first computer system to automatically generate a second  
10           product configuration that is comparable to the first product configuration;  
11           processing the request with the second computer system to automatically generate the  
12           second product configuration; and

13 providing data to the first computer system to allow the first computer system to display  
14 the first and second product configurations and allow comparison of features of  
15 the first and second product configurations.

1 30. (New) The method of claim 29 further comprising:  
2 receiving comparison criteria data from the first computer system, wherein the  
3 comparison criteria data specifies comparison criteria upon which to generate the  
4 second product configuration.

1 31. (New) A computer system comprising:  
2 a processor;  
3 a computer readable medium coupled to said processor; and  
4 computer code encoded in said computer readable medium and executable by said  
5 processor to cause said processor to:  
6 receive data from a first computer system, wherein the received data includes  
7 product configuration data;  
8 process the received data to generate a first product configuration;  
9 provide data to the first computer system to allow the first computer system to  
10 display the first product configuration;  
11 receive a request from the first computer system to automatically generate a  
12 second product configuration that is comparable to the first product  
13 configuration;  
14 process the request to automatically generate the second product configuration;  
15 and  
16 provide data to the first computer system to allow the first computer system to  
17 display the first and second product configurations and allow comparison  
18 of features of the first and second product configurations.

1           32.   (New) The computer system of claim 31 further comprising code encoded in said  
2 computer readable medium and executable by said processor to cause said processor to:  
3           receive comparison criteria data from the first computer system, wherein the comparison  
4           criteria data specifies comparison criteria upon which to generate the second  
5           product configuration.

1           33.   (New) A computer program product comprising code encoded in said computer  
2 program product to cause a computer system to:  
3           receive data from a first computer system, wherein the received data includes  
4           product configuration data;  
5           process the received data to generate a first product configuration;  
6           provide data to the first computer system to allow the first computer system to  
7           display the first product configuration;  
8           receive a request from the first computer system to automatically generate a  
9           second product configuration that is comparable to the first product  
10          configuration;  
11          process the request to automatically generate the second product configuration;  
12          and  
13          provide data to the first computer system to allow the first computer system to  
14          display the first and second product configurations and allow comparison  
15          of features of the first and second product configurations.

1           34.   (New) The computer program product of claim 33 further comprising code  
2 encoded in said computer program product to cause the computer system to:  
3           receive comparison criteria data from the first computer system, wherein the comparison  
4           criteria data specifies comparison criteria upon which to generate the second  
5           product configuration.

1           35.   (New) A computer system to compare products wherein at least one of the  
2 products is automatically generated, the computer system comprising:  
3           means to receive data from a first computer system, wherein the received data includes  
4           product configuration data;  
5           means to process the received data to generate a first product configuration;  
6           means to provide data to the first computer system to allow the first computer system to  
7           display the first product configuration;  
8           means to receive a request from the first computer system to automatically generate a  
9           second product configuration that is comparable to the first product configuration;  
10          means to process the request to automatically generate the second product configuration;  
11          and  
12          means to provide data to the first computer system to allow the first computer system to  
13          display the first and second product configurations and allow comparison of  
14          features of the first and second product configurations.

1           36.   (New) The method of claim 35 further comprising:  
2           means to receive comparison criteria data from the first computer system, wherein the  
3           comparison criteria data specifies comparison criteria upon which to generate the  
4           second product configuration.

1           37.   (New) A computer system to allow a user to compare multiple product  
2 configurations, the computer system comprising:  
3           a processor;  
4           a computer readable medium coupled to said processor; and  
5           computer code encoded in said computer readable medium and executable by said  
6           processor to cause said processor to:  
7           communicate with a web site computer system;  
8           transmit data to the web site computer system, wherein the transmitted data  
9           includes product configuration data to allow the web site computer system  
10          to generate a first product configuration;



11 transmit a request to the web site computer system to automatically generate a  
12 second product configuration that is comparable to the first product  
13 configuration;  
14 receive data from the web site computer system to display the first product  
15 configuration and display the second, automatically generated product  
16 configuration and allow comparison of features of the first and second  
17 product configurations.

1 38. (New) The computer system of claim 37 further comprising:  
2 transmitting comparison criteria data to the web site computer system, wherein the  
3 comparison criteria data specifies comparison criteria for the web site computer  
4 system to reference in generating the second product configuration.

1 39. (New) The computer system of claim 37 wherein said first product configuration  
2 is a first vehicle and said second product configuration is a second vehicle.